

Chapter 3

Goals for the Development of Williamsburg

The 2005 Comprehensive Plan is designed to guide the physical and economic development of Williamsburg by offering a distinctive vision for both its natural and built environment. The planning process has incorporated a range of public participation opportunities to allow citizens to express their visions and expectations for the future of the City. A number of neighborhood planning forums, as well as multiple work sessions with both public officials and citizens, were conducted. The comments received, as well as a review of the recommendations of the City's past Comprehensive Plans, were used by the Planning Commission in establishing these goals and objectives, which have been grouped into nine general categories:

- I. Character of the City**
- II. Economy**
- III. Neighborhoods and Housing**
- IV. Transportation**
- V. Public Safety**
- VI. Education and Human Services**
- VII. Recreation and Culture**
- VIII. Environmental Services**
- IX. Implementation**

Within each of these categories, specific goals and objectives are listed to serve as the basis for planning and evaluating the City's development and redevelopment.

I. Character of the City.

Protect and enhance Williamsburg's unique character - the historic area, college, entrance corridors, urban environment and open spaces.

- A. Protect the character and integrity of the Colonial Williamsburg Historic Area, the historic campus of the College of William & Mary, and the City's historic neighborhoods and commercial areas.
- B. Protect significant archaeological resources by ensuring that they are either preserved or recovered through a resource management plan.
- C. Work closely with the College of William & Mary to ensure that the improvement and expansion of facilities both on and near campus respects the character of the community and of the College.
- D. Improve the City's major entrance corridors, working cooperatively with James City County and York County on corridor issues since the visual quality of these entrances transcends jurisdictional boundaries.
- E. Maintain and update regulations, design standards and capital improvements to preserve and enhance the character of Williamsburg's urban environment.
- F. Encourage the conservation of open space in the City and promote preservation, maintenance and access to natural resource areas through efforts such as public acquisition, delineation of greenbelt corridors, private dedication of easements, and passive recreational use.
- G. Ensure that future development meets the standards of the Chesapeake Bay Preservation Act.

II. Economy.

Increase employment opportunities, income, business success, and City revenues by supporting and promoting the City's tourism base and other development and redevelopment opportunities.

- A. Support and expand existing tourism-oriented destinations and related businesses.
- B. Support business expansion and job opportunities related to the College of William & Mary.
- C. Encourage other commercial and institutional development in order to expand the City's economic base.
- D. Identify areas suitable for infill development and redevelopment, and develop strategies to encourage such development and redevelopment.
- E. Participate in efforts to advance regional tourism and economic development goals both within the Historic Triangle and the greater Hampton Road region.
- F. Cooperate with the Colonial Williamsburg Foundation, the College of William & Mary, and Riverside Healthcare Systems to coordinate their land use planning and economic development efforts with the City's Comprehensive Plan.

III. Neighborhoods and Housing.

Protect and enhance the quality of the City's residential neighborhoods, and encourage the provision of affordable housing for City residents.

- A. Encourage adequate housing opportunities for individuals and families by creating a balanced distribution of housing types throughout the City.
- B. Determine appropriate densities for new and infill residential development, taking into consideration the density and character of existing development, environmental constraints, and the capacity of existing and proposed transportation systems.
- C. Encourage the construction of owner-occupied housing of varying types and densities, with a goal of having more than 50% of the City's housing stock owner-occupied.
- D. Limit the construction of new multi-family dwellings to areas that are served by adequate public streets and by pedestrian, bicycle and public transportation facilities.
- E. Encourage the provision of housing in mixed-use developments, particularly in the Center City, High Street and Quarterpath Road areas.
- F. Support the work of private and quasi-public agencies such as the Williamsburg Redevelopment and Housing Authority and Williamsburg Housing Partnership, Inc. in creating and improving moderately priced owner-occupied housing.
- G. Use the property maintenance code and the rental inspection program to maintain and improve the quality of the City's neighborhoods.
- H. Address demands for student-oriented housing, both on- and off-campus, in cooperation with the College of William & Mary.
- I. Coordinate with neighboring jurisdictions to address regional housing concerns and needs.

IV. Transportation.

Provide an effective transportation system which is compatible with the future land use plan, serves pedestrians, bicyclists and motorists, and promotes the expanded use of transit and rail.

- A. Complete the City's major highway projects – Richmond Road between Brooks Street and New Hope Road, Treyburn Drive, and Ironbound Road between Richmond Road and Longhill Connector.
- B. Incorporate traffic-calming measures in appropriate locations to minimize traffic impacts on the City's neighborhoods.
- C. Improve and expand bicycle and pedestrian facilities as an important part of the transportation system, with special emphasis on filling in gaps to create an interconnected system.

- D. Support mass transit providing an acceptable level of service for the Williamsburg area, including James City and York Counties, Colonial Williamsburg, and the College of William & Mary, with the Williamsburg Transportation Center serving as the regional hub.
- E. Support the development and implementation of improved high-speed rail and light-rail service, with the Williamsburg Transportation Center serving as the regional hub.

V. Public safety.

Ensure that City systems and facilities enable police, fire, emergency management and judicial operations to protect and serve City residents, visitors, businesses and historical assets.

- A. Maintain and upgrade public safety facilities to enable the City to provide quality services for law enforcement, firefighting, communications, and emergency operations.
- B. Reserve a suitable site for a new fire station in the High Street area, to allow for the expansion of fire services if and when it is needed.
- C. Support the operation and maintenance of the Williamsburg-James City County Courthouse, the Virginia Peninsula Regional Jail, and the Middle Peninsula Juvenile Detention Facility (Merrimac Center).

VI. Education and Human Services.

Address the educational, health, social, economic and workforce training needs of City families, youth, seniors and disabled citizens.

- A. Support the operation of the Williamsburg-James City County school system providing necessary facilities within the City.
- B. Support the construction of a new Thomas Nelson Community College Campus in conjunction with the construction of a third high school on the Warhill Tract on Centerville Road.
- C. Provide appropriate public support for human services agency facilities and other capital improvements as needed to meet critical health and human service needs.

VII. Recreation and Culture.

Add to the quality and quantity of recreational and cultural facilities, and enhance recreational and cultural programming to meet the needs of the City families, youth and seniors.

- A. Expand and enhance the City's system of parks, open space and recreational facilities.
- B. Preserve scenic vistas, natural areas and historic sites on public and private land.
- C. Plan for neighborhood parks as new residential development occurs.
- D. Encourage regional cooperation in the development and provision of recreational and cultural facilities and programs.
- E. Support updating the feasibility study for constructing a performing arts center to serve the greater Williamsburg area.

VIII. Environmental Services.

Ensure an adequate supply of clean, safe drinking water; protect environment through operation of effective storm water, wastewater and solid waste programs.

- A. Protect Waller Mill Reservoir from the adverse environmental impacts that could result from future development within the watershed.
- B. Continue to actively support the Regional Raw Water Study Group in the construction of the King William Reservoir project through the federal and state permitting process.
- C. Continue to upgrade the City's water distribution system to provide adequate quantity and quality for both daily usage and fire flows.
- D. Continue to maintain and expand the City's sanitary sewerage system, including both distribution lines and pump stations.

- E. Integrate the policies and procedures of the City's Stormwater Management Plan with other City land use regulations, such as zoning, erosion and sedimentation control, Chesapeake Bay preservation, and site plan review.
- F. Continue to implement a regional stormwater management approach, in accordance with the Stormwater Management Plan, emphasizing regional BMPs over small, on-site facilities in order to better protect water quality.
- G. Work through the Virginia Peninsulas Public Service Authority (VPPSA) to develop adequate solid waste disposal programs which meet community needs and state mandates in the Peninsula region.

IX. Implementation

Implement the recommendations of the Comprehensive Plan by updating the City's zoning, subdivision and site plan controls, and by incorporating the Plan's recommendations into the Capital Improvement Program. *(Note: This goal will only appear in the Comprehensive Plan - individual items will be listed after development of the draft of the Comprehensive Plan update).*